

ORDER



Orders
Order / Rev: 709407
Alt Order #: 06295742
Product Desc: Friends of the Majority Flight 8/27-8/28, :
Estimate: 5048
Flight Dates: 08/27/12 - 08/28/12
Original Date / Rev: 08/23/12 / 08/23/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Multimedia Services
Buying Contact:
Billing Contact:
 915 King Street 2nd Floor
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Friends of the Majority
Demographic: A35+
Product Codes: IS-Candidate/US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	08/28/12	24	\$11,830.00	\$10,055.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	24	\$11,830.00	\$10,055.50	0.00
Totals	24	\$11,830.00	\$10,055.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KPNX	20%	\$11,830.00
Market	100%	\$59,150.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	20%	\$11,830.00
KPAZ	0%	\$0.00
KPHO	16%	\$9,464.00
KPPX	0%	\$0.00
KSAZ	23%	\$13,604.50
KTFL	0%	\$0.00
KTVK	21%	\$12,421.50
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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 Flight Dates: 08/27/12 - 08/28/12

Advertiser: Friends of the Majority
 Product Desc: Friends of the Majority Flight 8/27-8/28, :
 Estimate: 5048
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KPNX	08/27/12	08/28/12	M-F 6-7a 12 News Today	CM	6-7a	MT-----	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	MT-----		4			\$450.00		0.00				
E 2	KPNX	08/27/12	08/28/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MT-----	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	MT-----		4			\$550.00		0.00				
E 3	KPNX	08/27/12	08/27/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		2			\$550.00		0.00				
E 4	KPNX	08/27/12	08/27/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-----	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		2			\$650.00		0.00				
E 5	KPNX	08/27/12	08/27/12	Tonight Show Tonight Show	CM	1035-1135p	M-----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		2			\$750.00		0.00				
E 6	KPNX	08/27/12	08/28/12	M-F 430-5a M-F 430-5a	CM	430-5a	MT-----	:30	4	\$20.00	P-2	0.00	NM	4	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	MT-----		4			\$20.00		0.00				
E 7	KPNX	08/27/12	08/28/12	M-F 5-530a 12 News Today	CM	5-530a	MT-----	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	MT-----		2			\$150.00		0.00				
E 8	KPNX	08/27/12	08/28/12	M-F 530-6a 12 News Today	CM	530-6a	MT-----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	MT-----		2			\$175.00		0.00				
E 9	KPNX	08/27/12	08/27/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	M-----	:30	2	\$1,600.00	P-2	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		2			\$1,600.00		0.00				
*Tax 1 Note: Tax 0.5%.													Totals	24	\$11,830.00

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